

REPUTATION

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1. The **only** study that provides a **comprehensive sector-by-sector analysis** of the reputation of more than 300 companies in Canada, conducted with more than 30,000 Canadians.

A WORD FROM THE EXECUTIVE VICE-PRESIDENT

DAVE SCHOLZ



This year marks the 23rd year that Leger has measured reputation in Canada. We have analyzed the findings with our partner, McMaster University, and are pleased to report this year's results.

Overall, the past year has seen a very slight slip in reputation scores, with a combined average drop in reputation of 1 point. Much of that drop is due to crises experienced by a few companies. For example, **Desjardins'** reputation score dropped 9 points after their data privacy issues this past year. At the same time, Facebook, which was last year's big decliner due to privacy issues, was able to slow their drop this year. While they have not yet recovered, their reputation dropped by only 1 point this year.

Boeing experienced the greatest drop in reputation this year: since last year, their reputation score dropped by 32 points due to the 737 Max aircraft recalls. Our 2019 Reputation Report showed that the 737 Max crisis resulted in an immediate drop of 22 reputation points for **Boeing**. Unlike other companies that have been able to recover or maintain their reputation in the past year, **Boeing** has dropped another 10 points since the crisis, giving them an overall negative reputation score (-7).

For some companies, though, this year has been about recovery. Last year, **Canada Post's** Reputation score dropped 18 points due to strike action in fall 2018. Most of that reputation has been recovered (+15), but not all. Recovery takes time.

General Motors dropped 16 points after last year's announcement of the Oshawa manufacturing plant closure. Time and a solid past reputation have helped with recovery, but they also have not recovered everything they lost yet (+10).

We also investigated some very interesting reputational results this year in the **Cannabis industry**. We rarely get a chance to study an entirely new business category and watch as the industry and individual companies build their reputation. In last year's report, all cannabis companies that we tracked had an average reputation score of 6 shortly after cannabis was legalized. The past year has not been great for cannabis companies and with **CannTrust's** illegal growing and a lacklustre investment return for all companies, the industry dropped 2 points to have a cumulative reputation score of 4 in this year's report.

Right now, most eyes are on **COVID-19** and how it will affect all organizations. We will monitor companies' reactions to this crisis and its impacts on employees, customers and all stakeholders closely throughout the year. How will companies' responses impact their reputation? We'll find out in next year's Reputation study.



Dave Scholz
Executive Vice-President, Leger

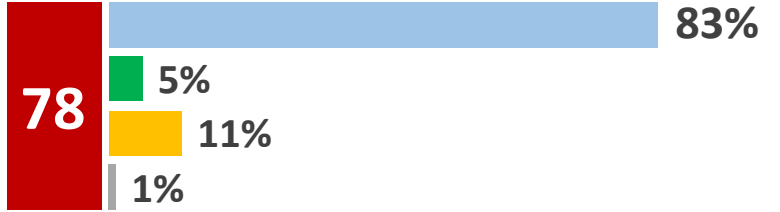
2020 RANKING

The 10 Most Reputable Companies in Canada



Reputation Ranking

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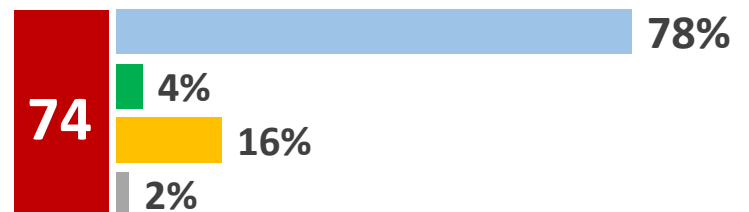
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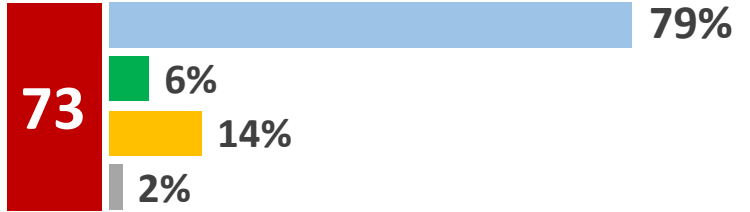
2020 RANKING

The 10 Most Reputable Companies in Canada

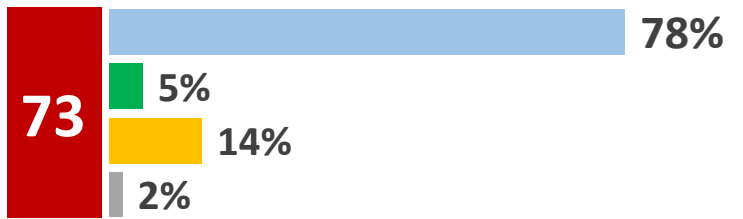


Reputation Ranking

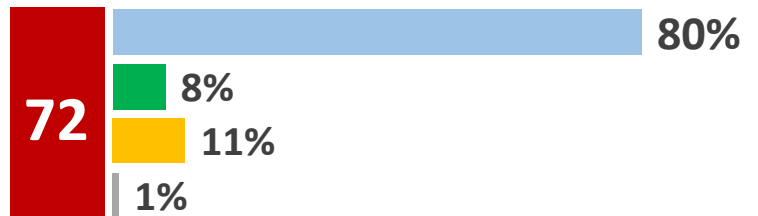
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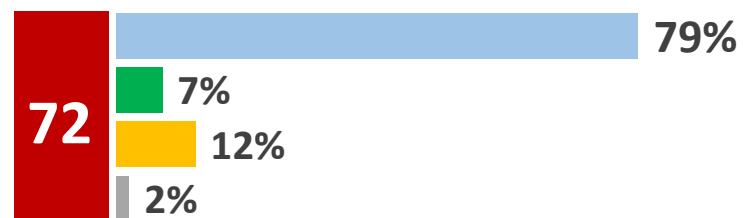
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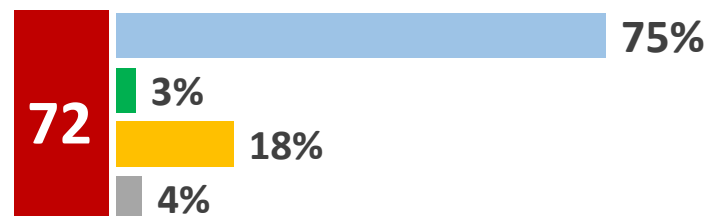
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Top Company by Sector






SECTOR	COMPANY	SCORE
Drugstores	Shoppers Drug Mart	78
Web / Social Media	Google	77
Department Stores / Mass Merchandisers	Canadian Tire	77
Electronics / Technology	Microsoft	74
Food Industry	Kellogg	73
Discount Stores	Dollarama	72
Banks / Credit	Interac	72
Grocery / Convenience Stores	Sobeys	70
Shipping	FedEx	66
Bookstores / Music / Crafts	Chapters Indigo	66
Home Improvement	Home Depot	65
Restaurants	A&W	63
Automobile	Toyota	63
Entertainment	Cirque du Soleil	63
Media	CBC/Radio-Canada	62
Hospitality	Hilton	61
Insurance / Finance	CAA	57
Pharmaceutical	Jamieson	51
Transport	WestJet	50
Energy	Petro-Canada	44

Top Company by Sector

SECTOR	COMPANY	SCORE
Large Companies	Johnson & Johnson	43
Breweries	Molson Coors	43
Real Estate	RE/MAX	41
Telecommunications	Telus	34
Pulp / Wood	Cascades	33
Accounting and Management Firms	Deloitte	28
Industrial Companies	Airbus	22
Marijuana Producers	Aurora Cannabis	15
Loyalty	LoyaltyOne	4







2020 RANKING

The Top Employers

Reputation Ranking	Employer Ranking		Employer Score
2	1		83
4	2		83
40	3		81
9	4		80
29	5		80

2020 RANKING

The Top Employers

Reputation Ranking	Employer Ranking		Employer Score
7	6		80
20	7		79
5	8		79
24	9	 	79
1	10		79

2020 RANKING

The 100 Most Reputable Companies in Canada

1	Shoppers Drug Mart	78	26	Maple Leaf Foods	62
2	Google	77	27	CBC/Radio-Canada	62
3	Canadian Tire	77	28	McCain Foods	62
4	Microsoft	74	29	Honda	62
5	Sony	74	30	Hilton	61
6	Kellogg	73	31	Subway	60
7	Costco Wholesale	73	32	Kraft Heinz	60
8	Dollarama	72	33	Visa	60
9	Samsung	72	34	Danone	60
10	Interac	72	35	Mastercard	59
11	YouTube	71	36	LG	59
12	Campbell	71	37	Marriott	59
13	Sobeys	70	38	UPS	58
14	Staples	67	39	Sheraton	58
15	Amazon	66	40	Apple	57
16	FedEx	66	41	Winners	57
17	Chapters Indigo	66	42	CAA	57
18	Home Depot	65	43	Tim Hortons	56
19	Canada Post	64	44	Loblaws	55
20	Netflix	64	45	Mark's	55
21	Purolator	64	46	General Mills	55
22	Panasonic	64	47	Kijiji	54
23	A&W	63	48	Dell	54
24	Toyota	63	49	Michael's	53
25	Cirque du Soleil	63	50	Dare Foods	53

Note

Bold : First in its sector

2020 RANKING

The 100 Most Reputable Companies in Canada

51	Nestlé	51	76	Manulife	42
52	Hewlett-Packard	51	77	L'Oréal	42
53	Jamieson	51	78	Westin	42
54	Walmart	50	79	Sun Life Financial	41
55	WestJet	50	80	VIA Rail	41
56	Rona	49	81	RE/MAX	41
57	Giant Tiger	49	82	DAVIDsTEA	41
58	IBM	49	83	Scotiabank	40
59	Home Hardware	49	84	Nissan	39
60	The Hudson Bay Company (HBC)	47	85	Subaru	39
61	PayPal	46	86	Shell	38
62	Bayer	46	87	Keurig	38
63	Delta	46	88	Saputo	38
64	McDonald's	45	89	Coca-Cola	37
65	Petro-Canada	44	90	Bank of Montreal (BMO)	37
66	Esso	43	91	Mazda	37
67	TD Bank	43	92	Labatt	36
68	Johnson & Johnson	43	93	Weston	36
69	Molson Coors	43	94	Starbucks	35
70	Procter & Gamble (P&G)	43	95	Reitmans Canada Ltd	35
71	Blue Cross	43	96	Telus	34
72	PepsiCo	42	97	CIBC	34
73	Boston Pizza	42	98	Hyundai Auto	34
74	Wendy's	42	99	Instagram	33
75	RBC Royal Bank	42	100	eBay	33

Note

Bold : First in its sector

Methodology

Study Population

French and English speaking Canadians, aged 18 or over.

Questionnaire

In total, 272 companies from 29 business sectors were assessed in order to adequately represent the players in the various business sectors surveyed.

Sample

Each company was evaluated by approximately 2,100 respondents. To limit the duration of the questionnaire, the total number of companies grouped by sector was split into 14 blocks of 20 companies. In total, Leger conducted **30,429 interviews** as part of this study.

Data Collection

The study was conducted online. Respondents were randomly selected from Leger Opinion's web panel, a panel representative of Canada's population which includes more than 400,000 members across Canada and the United States. The survey was accessible through a hyperlink and a unique access code inserted into an email that was sent to the panelists targeted for the study.

Collection Period

Data collection was conducted from December 18, 2019 to February 4, 2020.

Weighting and Representativeness

To ensure that the sample is representative of the entire adult population of Canada, raw data was weighted according to the actual distribution of the population based on gender, age, region, level of education, the presence of children in the household and mother tongue.

The results are weighted using data from Statistics Canada's latest available census, the 2016 census.

Margin of Error

As a comparison, a probability sample of this size (n=2,100) would have a margin of error of +/-2.1% with a confidence interval of 95% (19 times out of 20).



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Leger is the largest Canadian-owned, market research and analytics company with more than 600 employees in eight Canadian and US offices. Leger has been working with prestigious clients since 1986.

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